

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

A Glorious New Shrub Succeeds Anywhere

2.67
FUCHSIA

Scarlet Beauty

THOUSANDS OF BLOOMS
FROM JUNE 'TIL FROST

Year after Year

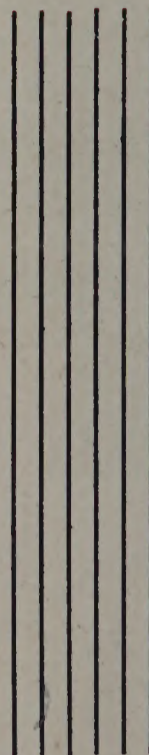
LIBRARY
RECEIVED

MAR 4 1940

U. S. Department of Agriculture

A GLORIOUSLY beautiful "Plant Sensation" available for the first time in the Spring of 1940. ¶ While the Fuchsia is of American origin, and the tender varieties have long been known to flower fanciers, we now for the first time introduce a herbaceous-shrub type of sufficient hardiness to withstand the rigors of our Northern Winters. ¶ FUCHSIA "SCARLET BEAUTY" is notable for its hardiness and extraordinary quantity of gorgeous blooms over a long season. ¶ During the late Spring and early Summer, Nature has been especially lavish with her flowers, but during the long period from July until early Fall there has been a long felt need for something to brighten the hardy border. Hardy FUCHSIA "SCARLET BEAUTY" completely fills this need.

Fuchsia *Scarlet Beauty*



Fuchsia riccartoni *Scarlet Beauty*

(Propagation Rights Reserved)

WORDS cannot do justice to this plant, nor can printer's ink depict its countless flaming scarlet blooms. Picture to yourself an upright plant having from twenty to thirty stems which at maturity attain a height of 3 feet, and which, from the middle of June until severe frosts, will bear upward of five thousand flowers $1\frac{1}{2}$ inches long, of rose-red, with corolla of mulberry purple and you will visualize that which is to become the great nationwide "Plant Sensation."



The Origin of this Remarkable New Plant

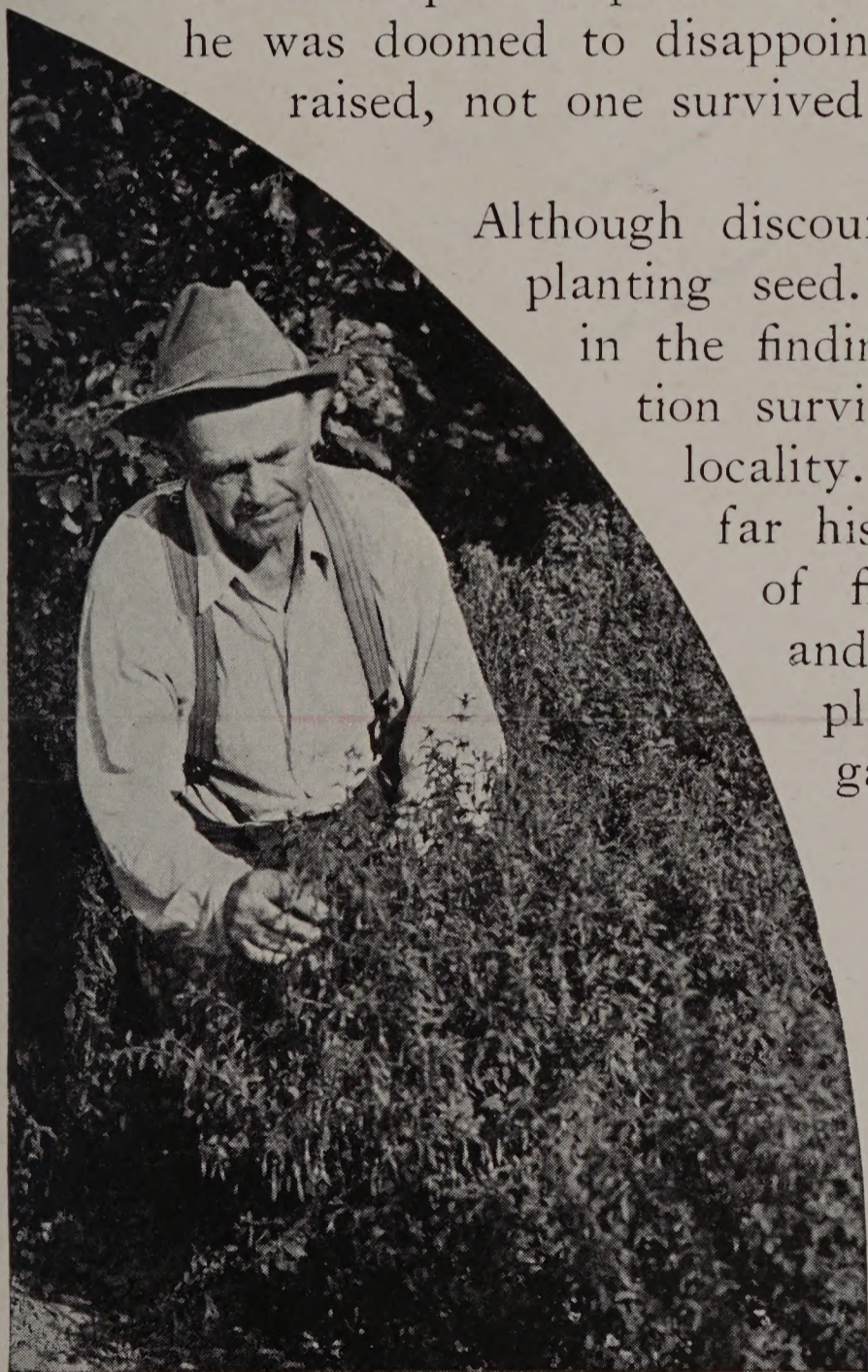
THIS IS TO CERTIFY that during the period beginning July 2, 1939 and ending October 29, 1939 I picked from a single average sized plant of "Hardy Fuchsia riccantoni Scarlet Beauty" on the grounds of Mr. George C. Lodge, Originator, a total of Five Thousand and Fifty (5050) flowers.

Signed *J. H. Wuchell*
Sworn to and subscribed before me a Notary Public, this 25th day of November, 1939.
Jesse A. Chandler
Notary Public My Commission Expires Feb. 17, 1941.

MR. GEORGE C. LODGE, who had been a gardener in his homeland—England, in his younger days, came to this country and settled in northern Ohio. As the years rolled by and he had more leisure, Mr. Lodge thought more and more of the beauties of the flowers with which he had worked as a boy. He determined to import some for trial in our climate, and, as the FUCHSIA was his first love in the "Plant World," he turned to the origination of a type which would combine hardiness with the beauty of the variety which had grown around the dooryard of his boyhood home.

*Proof of the Sensational
Blooming Qualities of this
Remarkable New Plant*

To this end he imported quantities of seed of these FUCHSIAS. For several years he was doomed to disappointment as, out of the thousands of seedlings raised, not one survived the first Winter.



Although discouraged, Mr. Lodge continued importing and planting seed. Finally his perseverance was rewarded in the finding of a single plant, which, without protection survived one of the most severe Winters in his locality. When this plant bloomed it exceeded by far his greatest expectations in size and quantity of flowers, vivid coloring, strength, character, and other qualities sought. From this single plant in about twelve years have been propagated asexually 100,000 plants.

The name "SCARLET BEAUTY" was given by a visitor, who at the first sight of the plant, exclaimed: "My, isn't that a scarlet beauty," whereupon Mr. Lodge replied, "Lady, you have named it."

MR. LODGE *among his Fuchsia Scarlet Beauty*



*Most Desirable in the Hardy
Plant Border Because It Gives
a Wealth and Period of Bloom
Impossible to Obtain with any
Other Hardy Plant*

CULTURE

Plant as early in the Spring as convenient. Set solidly in the ground using plenty of water.

Simple requisites for profusion of bloom and luxuriance of foliage are a fairly rich, loamy to heavy soil, plenty of moisture, and a moderately sunny location.

In the North, open sun or slight shade is satisfactory.

In the South, or where Summer sun is intense, a light shade is necessary.

Light, dry, sandy soils are *not* conducive to best results.

Light mulch desirable the first Winter, particularly in severe climate.

Showing Mass of Blooms on Branch of Mature Plant

FUCHSIA "SCARLET BEAUTY" can be used effectively in the front of shrub plantings or to face down large screens. ¶Its foliage is far superior to most plants in the hardy border, retaining its glossy, Holly-green appearance from Spring until after frosts. In northern Ohio, it withstands frosts until November 15th on the average. ¶FUCHSIA RICcartoni "SCARLET BEAUTY" is a herbaceous plant which freezes to the ground each Winter after the manner of Butterfly Bush. In the Spring and early Summer it quickly comes up from eyes which form below the surface of the ground, established plants gaining a height of two feet or more by the latter part of June.

OUR PLANTS ARE GUARANTEED TO BLOOM THE FIRST YEAR

Strong Plants--65 cents each; 3 for \$1.50

COLE NURSERY COMPANY
PAINESVILLE, OHIO

Introducers of Sensational "Truehedge Columnberry"

Send for a Copy of "EVERYTHING THAT'S GOOD AND HARDY"